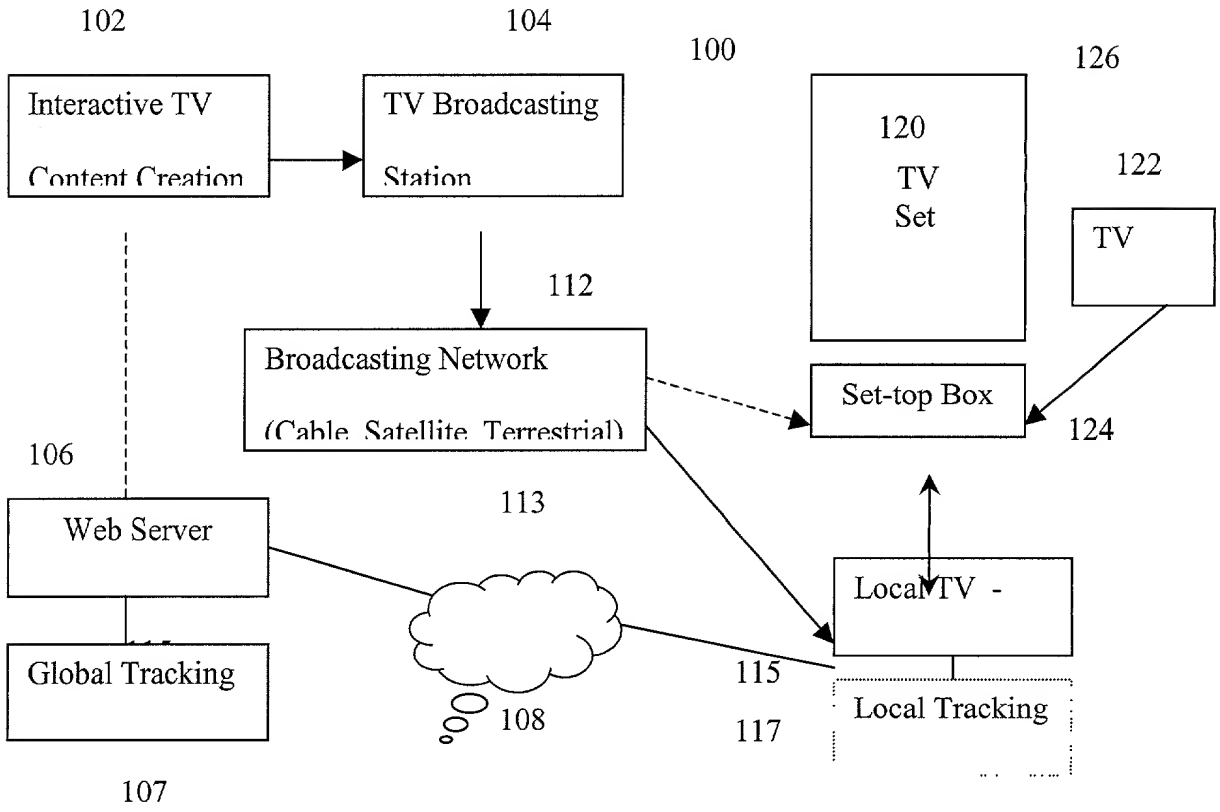

Figure 1. System diagram of interactive TV tracking architecture

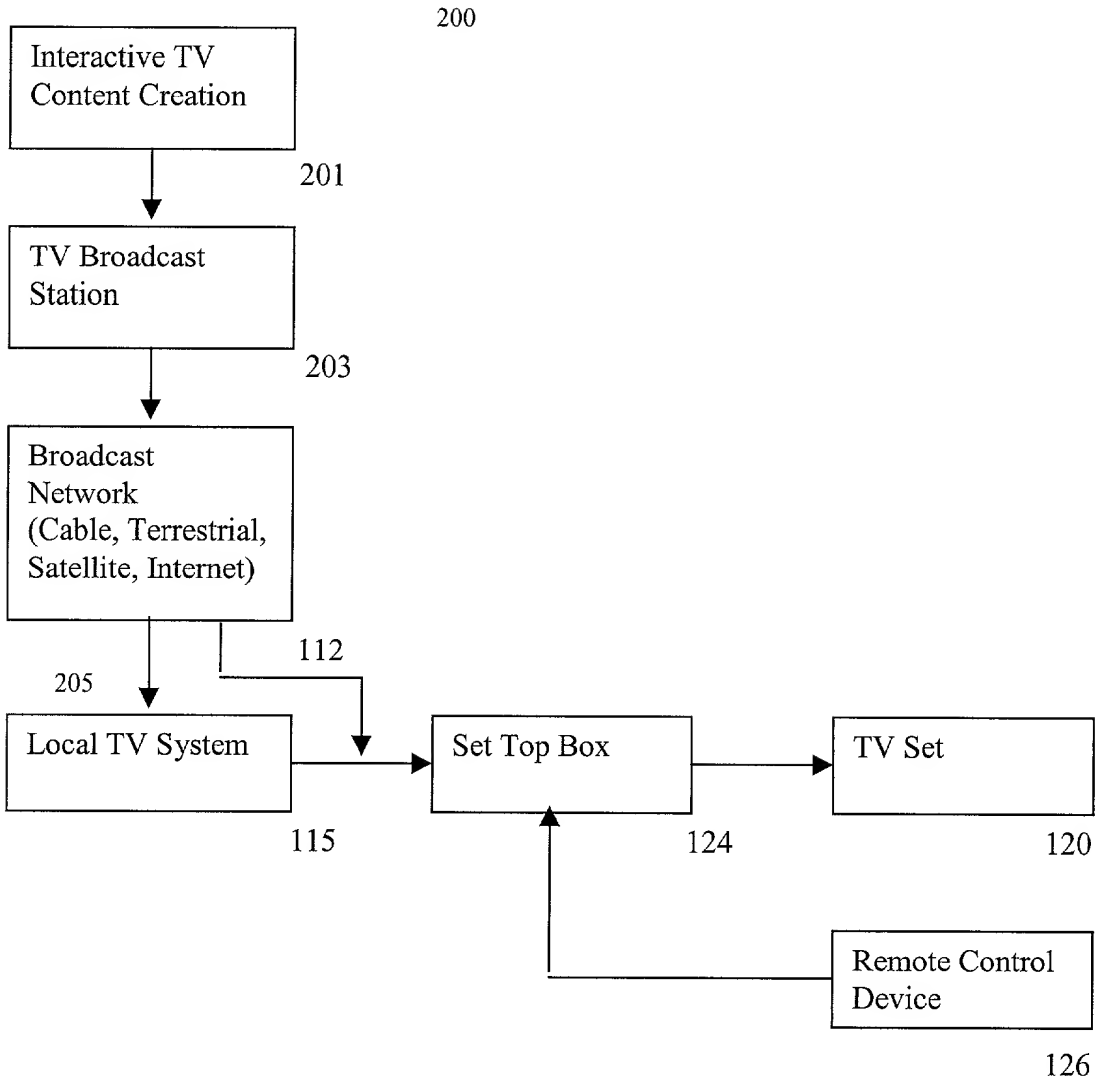

Figure 2: Overall flow of data for direct channel hyperlinking

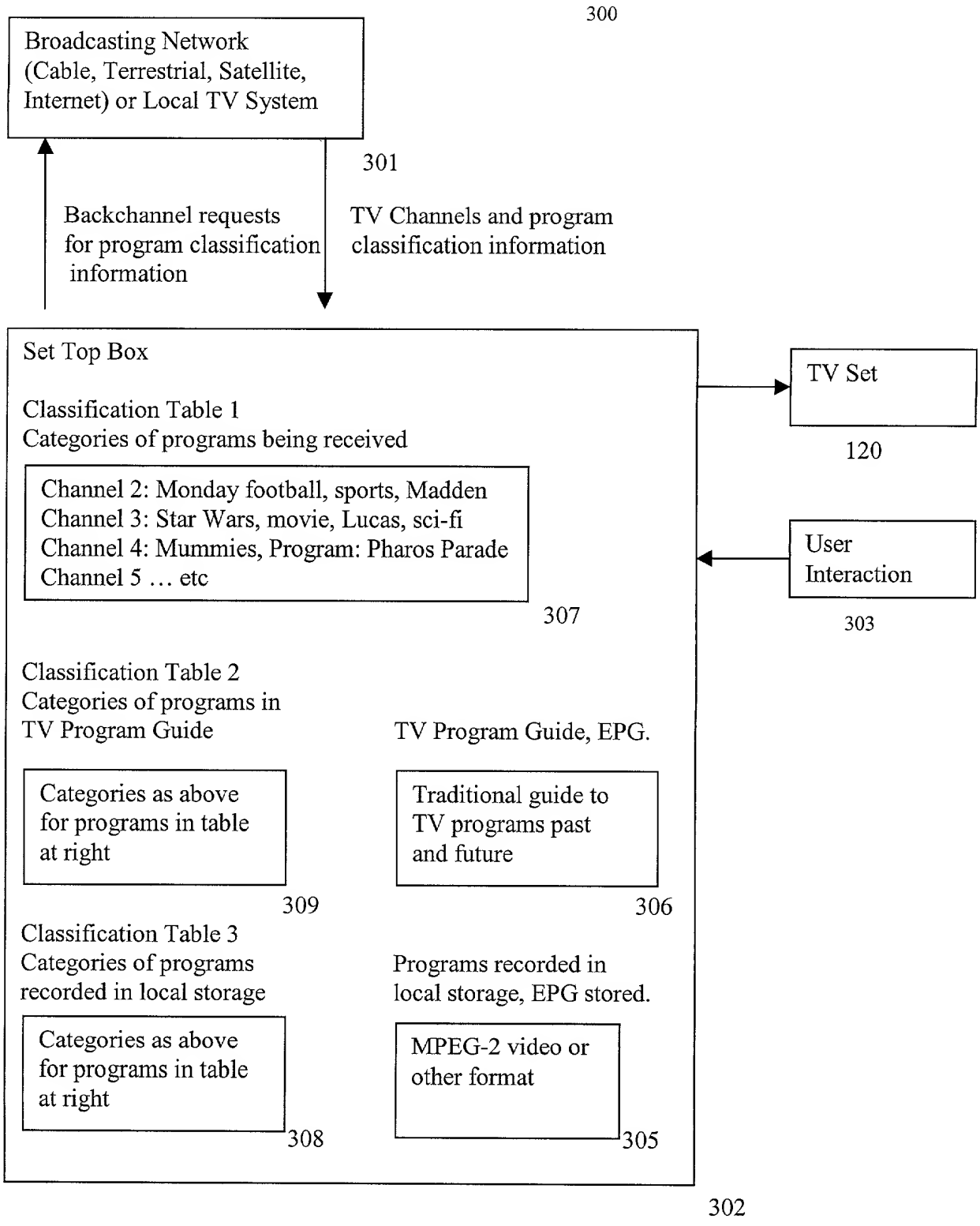

Figure 3: One possible data layout for direct channel hyperlinking

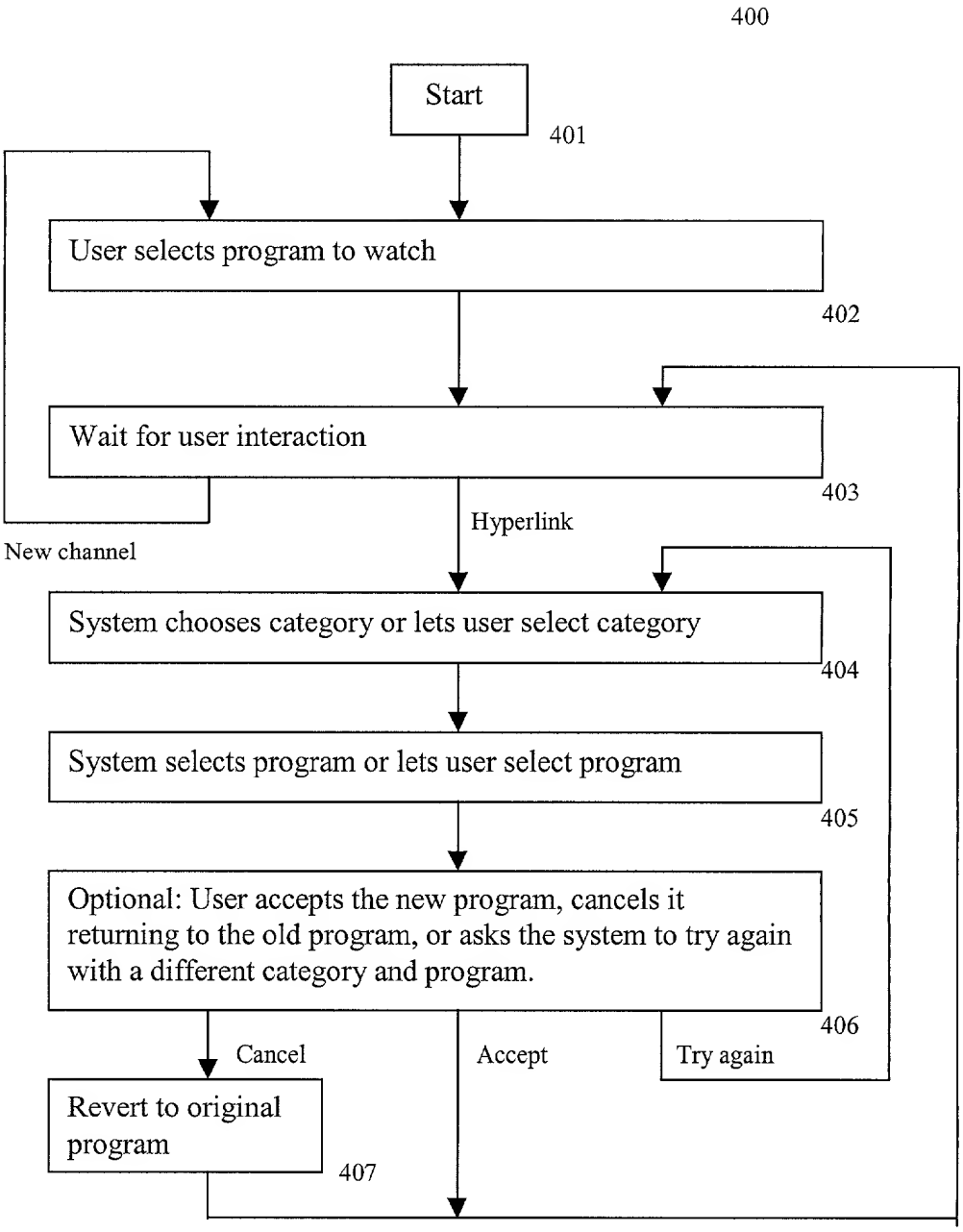

Figure 4: The method for direct channel hyperlinking

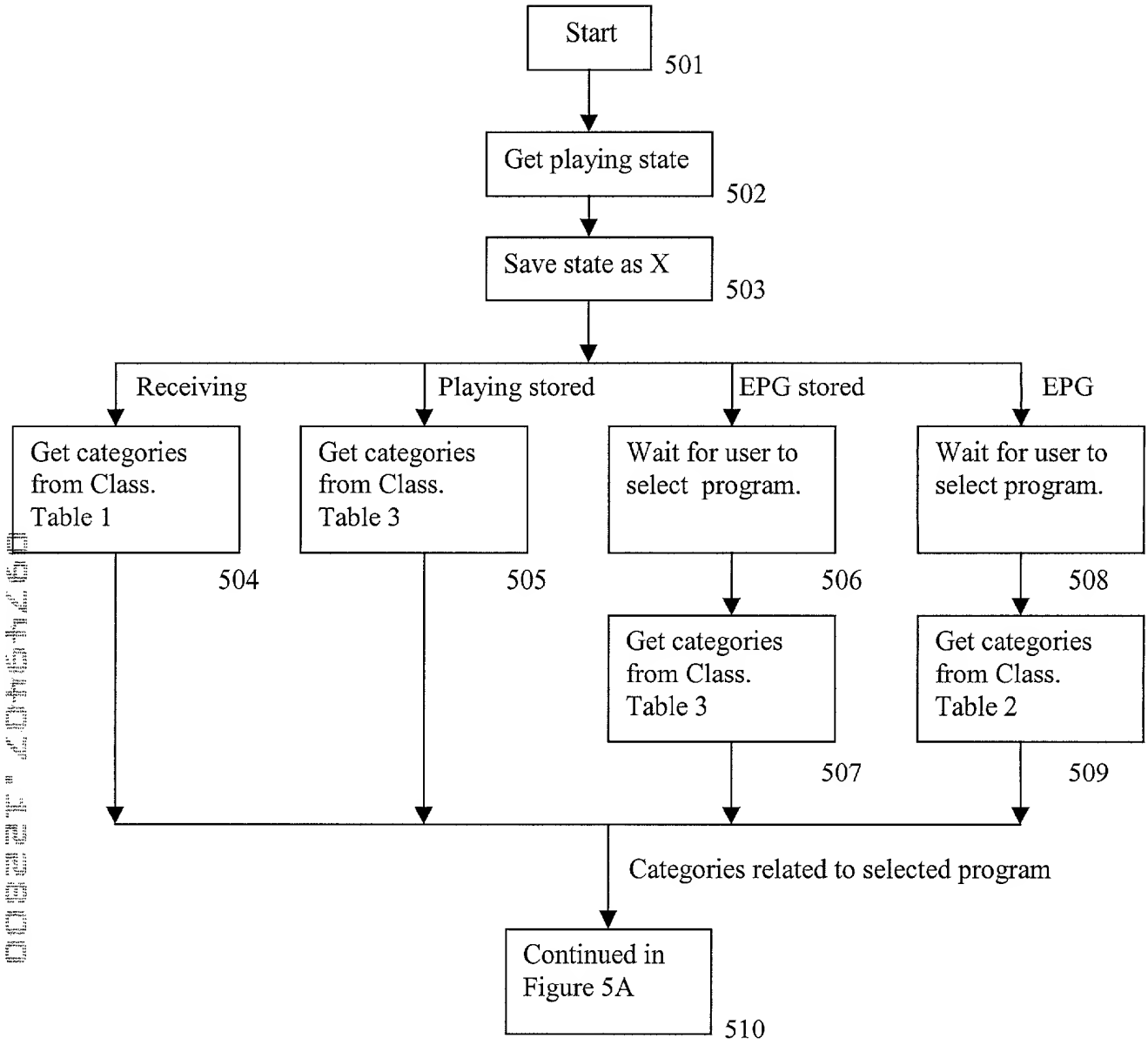

Figure 5: AlternativeHyperlinking

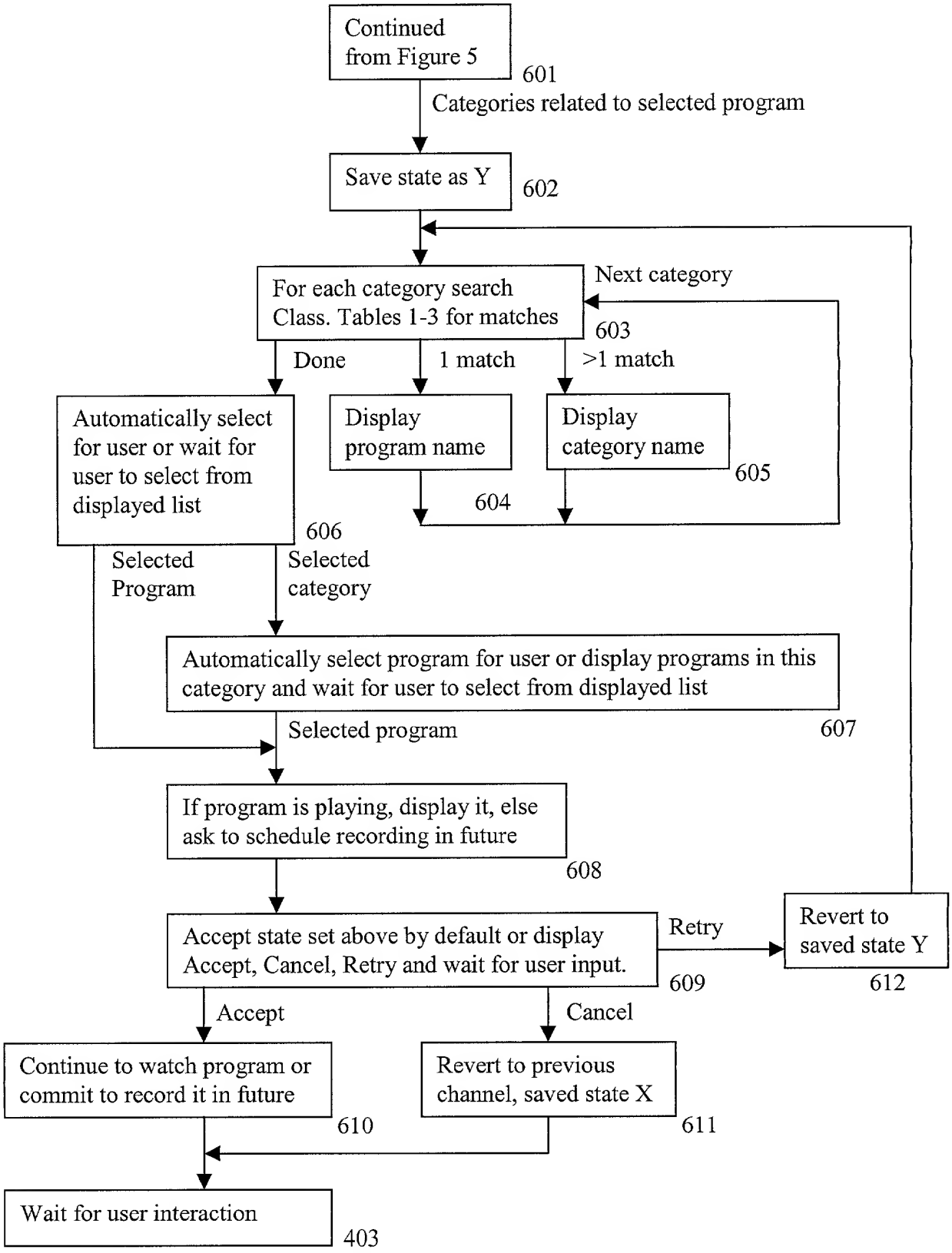

Figure 5A: Alternative Hyperlinking (Continued)